(3rd Floor). We direct attention to the following very special values in this department:-

> Lace Curtains. 500 pairs French Renaissance Lace, at \$5.00 & \$7.00 pair, value \$6.75 & \$9.50

Portieres. 150 pairs, assorted styles, at \$6.00 & \$10.00 pair,

Brass Bedsteads.

very exceptional values-complete color lines.

at \$27.50 & \$35.00 each. Value \$37.00 & \$47.00 Heavy Substantial Beds in all sizes.

Mattresses.

In conjunction with above we will sell our regular \$22.50 & \$18.00 full-sized mattresses for \$17.50 & \$14.00 respectively,

smaller sizes at proportionate reductions. Upholstered Springs, \$8.00 & \$10.00 each.

Springs and Mattresses are manufactured in our

Lord & Taylor.

Broadway and Twentieth St., Fifth Ave., Nineteenth St.

H.O'Neill & Co.

\$5,000 Worth of the Celebrated Whalebone "La Vida" Corsets at Exactly Half Price.

Just at the time when full profits are universal-in the very heart of the Autumn corset season-when prices are never cut and clearance sales are never heard of, we

"La Vida" Corsets at Exactly Half Price.

These Corsets come to us from the makers. You know the manufacturer's season ends just when the retailer's season

begins. All the salesmen's samples-all he factory surplus—all the broken sizes of the manufacturer go on sale to-morrow at 1 established prices. These goods are fresh, clean, new and include the best selling models of our stock.

\$4.00 La Vida Corsets are \$2.00 \$5.00 La Vida Corsets are \$2.50 \$6.00 La Vida Corsets are \$3.00 \$7.00 La Vida Corsets are \$3.50 \$8.00 La Vida Corsets are..... \$4.00 \$10.00 La Vida Corsets are \$5.00

Your choice of Black. White, Fancy and Bridal.



Sixth Avenue, 20th to 21st Street.

Monday, October 17th.

Muslin Underwear Dept. Night Gowns, 98c., \$1.25 & \$1.95.

Silk Petticoat Dept.

Mohair Petticoats

with silk flouncings to match, in black and all the new changeable colors, Wine, Hunter's Green, Blue and Brown. Also a large assortment of the New Plaids with accordion plaited flounce, trimmed with silk ruchings,

at \$5.45, (exceptional value).

will leave at 9:55 A. M., Nov. 12. The re-

Taffeta Silk Petticoats, (best quality), in Black and Colors; walking length, at \$6.75 & \$8.75.

Lord & Taylor.

Broadway and Twentieth St., Fifth Ave., Nineteenth St.

BROOKLYN DAY AT ST. LOUIS. nia Railroad conveying the Brooklyn party

An Eight Days Trip for \$110—Joseph C.

Hendrix the Orator.

The Hon. Joseph C. Hendrix has been chosen as orator at the celebration of "Brooklyn Day" at the St. Louis fair on Nov.

15. The special train on the Pennsylva-

Fur Specials. A large assortment of Automobile Fur Coats, with shawl collars, in Raccoon, Civit Cats, Squirrel, Seal and Wombah.



Women's Semi-Fitted Coat Suits: \$30 Kinds Monday, \$20

Other Women's and Misses' Garments at Sensational Prices.

Misses' Apparel.

TOURIST COATS: 42 INCH: MADE OF fine English Cloaking in mixtures; also covert cloth: strap back; velvet collars; sizes 14 to 18; the \$9.00 kinds at ... \$6.50

The \$11.00 kinds at ... \$8.98

SUITS (JUNIORS), MADE BOX COAT style of plain cheviot; standing collar; trimmed with slik braid; emblem on sleeve; new flare skirt; sizes 12 to 16; a \$15.50 Suit for 48 BOX COAT SUITS. WITH STRAPS

Other Women's and Misses' Garments at Sensational Prices.

You will save exactly ten dollars on these semi-fitted Coat Suits to-morrow. And they are as new as the morning. The Coats are \$\frac{1}{2} \text{length}\$, and are among the most stylish of this season's apparel.

Material is a Scotch Tweed Suiting (nothing wears better); they come in brown and gray mixtures. Coats are satin lined; neck and cuffs trimmed with velve and braid. New kilted skirt. Making throughout is of the very best. Twenty Dollars to-morrow, instead of \$30.00.

COAT SUITS OF BLACK, NAVY AND Brown Herringbone Chevios; pleated ocat, taffets lined; neck trimmed with velventy of the pleated ocat, taffets lined; neck trimmed with velventy of the pleated solves to be suited states. The suited back; front trimmed with fancy or flight blue; front of small cluster tucks and box pleats, tucked back; front trimmed with fancy correspond to the pleate, tucked back; front trimmed with fancy correspond to the pleate, tucked back; front trimmed with fancy correspond to the pleate, tucked back; front trimmed with fancy correspond to the pleate, tucked back; front trimmed with fancy correspond to the pleate, tucked back; front trimmed with fancy correspond to the pleate, tucked back; front trimmed with fancy correspond to the pleate, tucked back; front trimmed with fancy correspond to the pleate, tucked back; front trimmed with fancy correspond to the pleate, tucked back; front trimmed with fancy correspond to the pleate, tucked back; front trimmed with fancy correspond to the pleate, tucked back; front trimmed with fancy correspond to the pleate, functions at each of the pleate, front of small cluster tucked back; front trimmed with fancy correspond to the pleate, functions at each of the pleate

Mourning Millinery. We set apart two days of each season for this display and sale, giving special showroom to a superb collection of Trimmed Hats at from \$5.00 to \$15.00.

Millinery Dept .- 2d Floor

Record Breaking Specials To-morrow in

Newest Fall Dress Goods.

Black Broadcloths head the list-with an unusual offering of several thousand yards. Selling more Broadcloths than any two houses in New York-so jobbers and makers tell us. Ought to mean lowest prices for them, don't you think so?

Black Broadcloth. Black Panne Broadcloth, guaranteed sponged and spotproof—
52 inch.
Black Guaranteed Spotproof Broadcloth, does not require sponging
51.98
51.25

\$2.00 \$1.50 \$1.25	finish after sponging—56 inch Black imported superior finish Broadcloth, rich, fast black—52 inch Black Broadcloth, all wool, chiffon finish, very bright satin face —50 inch	95c. 79c.
	Four Record Breaking Specials, Black and Colored Dress Goods.	
50c. 75c.	All Wool Albatross, in black, cream and 44 desirable shades. This Albatross is made from pure Australian wool and as good as you can find elsewhere at 50c. All Wool Cheviots, sponged and shrunk, in black, brown, green,	29c 49c
\$1.25 \$1.25	red, tan and blue—50 inch. French Voiles, superior chiffon finish, in black and full line of street and evening shades—44 inch French Silk and Wool Eoliennes, exquisite lustrous finish, black, cream and all the wanted shades—43 inch.	69c 79c

Black and Colored Silks. A Very Important Sale Monday.

An extensive purchase of wide width of Black Silks enables us to offer unusual values

in all a carnival of great silk selling. Black Taffetas: - Guarantee on Selvage. Black Peau de Soie; Fine Quality

Black Peau de Cygne:-Fine Quality. Black Crepe de Chine: - Best in Town.

Record Values in Velvets.

58° wear; worth \$1.00 a yard.
18 inch FANCY VELVETS;
regular \$1.50 to \$2.00 silk
velvets, in black and white
stripe and check effects;
also fancy polka dot panne
velvets; a great bargain...

Men's \$20 and \$25 "Cravenette" Rain Coats

They come in Black Venetian, Thibet, fancy and Oxford worsteds; are handsomely tailored; silk shoulder and sleeve lining; hand padded shoulders and collars; all sizes in regulars and stouts. The new 1904-05 models and in every sense the finest garments we we sell more genuine Cravenette Rain-coats than any other Clothing Store in New York; a fact to remember. Every one guar-anteed. Our \$10.00 Cravenettes

To-morrow, \$6.50

Just for the one day we shall sell our regular Ten Dollar Garment at \$6.50. We've eighty-seven of them; sizes from 36 to 46; regulars and stouts; medium and heavy weights. Dark Oxford Cheviots and dark gray Worsteds. A positive bargain wileh the lot lasts.

Shirts Unlaundered College Brands,

At 60c Each.

Regular Price is a Dollar the World Over Princeton, Harvard, Amherst and Cornell Shirts-brands that for over a quarter of a century have held first place in favor with ninety per cent. of the men folk. Never before have they been offered or sold at the price we are able to make to-morrow on upward of FOUR THOUS-AND SHIRTS. Mail orders should give collar size and size

of neck band. PRINCETON Open back and front; suitable for full witness; equal to any \$1.50 shirt on the market. Made of New york Mills Muslin, with Irish linen bosoms;

60c Harvard Shirts.

AMHERST
Open front only.
Made of New York
Mills muslin, with
2,100 Irish Linen bosoms; studs only; all
holes; very finely made
and finished. Shirts that
sell here at \$1 each. On
sale to-morrow at..... Cornell Shirts.

CORNELL

Extraordinary Values in **SILVERWARE**

During This Week

Enduring qualities; dependable silver plate; also forged steel Cutlery, for table and personal use. All of the best known makes are represented—and the values are away beyond the usual. Rogers' Tableware.

TEA SPOONS, 38c. ½ doz.; value 50c. TABLE SPOONS, 79c. ½ doz.; value \$1. DESSERT SPOONS, 77c. ½ doz.; value \$1. DINNER FORKS, 79c. ½ doz.; value \$1. DESSERT FORKS, 77c. ½ doz.; value 11.10. 30UP LADLES, **79c.** each; value \$1.19. 20LD MEAT FORRS, **38c.** each; value **69c.** 2RAVY LADLES, **38c.** each; value **65c.** DYSTER FORKS, **78c.** ½ doz.; value BUTTER SPREADERS, 79c. 1/2 doz. BUTTER KNIVES, 18c. each; value 29c. SUGAR SPOONS, 17c. each; value 25c. COFFEE SPOONS, 38c. ½ doz.; value 55c. DINNER KNIVES, 79c. ½ doz. value DESSERT KNIVES, 77c. 1/2 doz., value

If you think the brown is a bit too general for your exclusive ideas, perhaps you'll fancy some of the exclusive stunts in Grey, effects that nobody but Arnheim customers will have a chance to wear this fall.

The newest London conceit made up into single or double breasted suits or topcoats for \$25. No fit-no pay. Samples, measuring outfit and fashion cards, for the asking.

Broadway & 9th St.

FIRE CHIEF MUSHAM WILL SUE.

WIII Ask \$50,000 for Defamation of Character, Causing His Retirement.

CHICAGO, Oct. 15.—William H. Musham will mark his retirement as chief of the fire department by instituting a \$50,000



CORSET HOSPITAL, established 1904, will answer calls from any part of New York for the relief of disabled or solide corsets. Write, or wrap old corset, put 8c, postage on, and we will return same like new in 3 days. Corsets cleaned, repaired and altered by our new Belgium boning and stripping process are improved in shape and made better than new; price 38c, up. TO MAKE FASTIDIOUS AMERICAN WOMEN ACQUAINTED WITH THE NEWEST, BEST AND

Most Perfect Corsets, I have established an Atelier under the name Maison Hygiene, and will make a French coutil corset which equals in fit and wear the highest priced custom corset known. Fit and genuine whalebone guaranteed.

Slender. \$5; Medium, \$6; Stout, \$8.
SCH. CALDOR, Corset Specialist, 13 W. 22d
New York.

H.O'Neill & Co.

Announce the Sale of Several New Models of Cloth and Velvet Suits, Runabout and Dress Coats and Neck Furs,

Below Prevailing Prices for Monday

FURS

Everything you can ask for in good Furs—Ermine, Squirrel, Fox and Mink are among the most popular just

WOMEN'S NECK SCARTS
of ROYAL ERMINE (pure
white), sixty inches long (as
illustrated) — Monday
Regular price \$45.00.

LARGE FLAT ERMINE MUFFS to match—Monday Regular price \$50.00. LARGE SABLE FOX
DOUBLE BOAS, fifty-four
inches long, large full brush
tails and claws—Monday.....
Value \$25.00.

LARGE FLAT SABLE FOX MUFFS to match—Monday. \$18.75

WOMEN'S SUITS

Women's Suits in Broadcloth, Cheviot and novelty mixtures, all new-from short to extra long models, at \$15.00, \$16.50, \$19.75, \$22.50, \$25.00 and up to \$125.

Six New Models at \$25.00 These Popular Priced Suits are made of Cheviot (only the best), Broadcloths and novelty mixtures, lined with self-colored satin; some in white—Regular prices \$29.75, \$30.00, \$32.50—Monday, your choice at

Also Plain Tailored Suits in dark mixtures, long coats, close fitting backs, semi-fitted fly fronts, \$15.00 lined to waist with satin—regular price \$22.50; Monday.....

THE NEW COATS Women's Coats in Cheviot, Montagnac, Broadcloth and Velvet, over one hundred new models, prices range \$9.75, \$12.00, \$15.00, \$18.00 and up to \$175.00.

Very Special for Monday WOMEN'S COATS—In medium lengths, made of Montagnac cloths, elaborately stitched, finely tailored and shapely, silk velvet collar, guaranteed satin linings, medium lengths—Value \$20.00; Monday.....

WOMEN'S CHEVIOT COLLARLESS COATS—Trimmed at neck with velvet and silk braids, lined with soft satins—Value \$20.00; \$16.50

Untrimmed Millinery Dept.

The greatest showing of Ready-to-Wear Hats, Untrimmed Hats, Children's Trimmed Hats, Ostrich Plumes, Flowers, Foliage, Millinery Trimmings, etc., to be seen in any retail store in America.

Ready-to-Wear Scratch Felt Hats. Stylishly trimmed with velvet ribbons and buckles, in brown, \$1.95 navy and castor—value \$2.75; special at

Ready-to-Trim Hats

in velvet, chenille, chiffon, taffeta silk and fancy braid effects—stunning styles at prices ranging from \$2.98 to \$7.00. Untrimmed Hats.

SCRATCH FELT HATS, in the very newest shapes, black and col--value \$1.45; special at PLAVER HATS—several smart shapes in Continentals, Turbans | \$1.95 and Dress Hats—black, brown, navy and castor—special at Children's Trimmed Hats.

A special collection showing all the latest models, from....\$3.48 to \$12.00 Plumes, Flowers, Foliage, Ornaments, Etc.

Ostrich Plumes, \$1.48, \$1.98, \$2.98 up to......\$20.00 Shaded Plumes, \$3.48, \$7.00.

Coque Bandeaux, Pompons, Paradise effects, Marabout Plumes, Pheasant and Heckle Pompons and Breasts, Velvet Roses, Dahlias and Foliage in all the new Autumn tints, Chenille Braids, Bands, Crowns, Beaver Strips, Buckles

In Trimmed Millinery we will offer Monday 100 Practical Turbans Correct to wear with Tailor-made Dresses at \$6.75 each

The regular price of which was \$9.00 (Trimmed Hat Parlors, Second Floor

Black and Staple Dress Goods Great Attractions at Regular Counters

(First Floor.) Excellent lines of rich satin finished Broadcloths, in colors and black at \$1.00, \$1.25, \$1.50 and \$2.00 per yard.

Crepe de Paris, Crepe de Chine and French Loliennes in all the Fall colorings, form the most complete collection O'Neill's have ever shown. Waterproof Goods, Mannish Suitings and Cheviots, very desirable for tailored garments, are offered in great assortments at

extremely low prices.

On Special Tables Monday. For clean, perfect, staple goods, our prices throughout will be found moderate.

Sale of Black Silks Monday, October 17

14,500 yards Black Crepe de Chine and Black Taffetas at prices less than they could be manufactured for now.

BLACK CREPE DE CHINE (40 inches wide) — a beautiful } \$1.19 soft crepy finish -- special per yard BLACK TAFFETA (19 inches wide)-which will give excellent wear - special, per yard, at BLACK TATTETA (one yard wide)-suitable for dresses or 88c the new style coats, warranted to wear-special price per yard

Velvet Department. In Velvets we are showing all the very latest colorings; also Velveteens and Corduroys in the most wanted shades, particularly all the shades of brown, which are now so fashionable-

Sixth Avenue, 20th to 21st Street.

prices throughout are moderate.

70 125

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